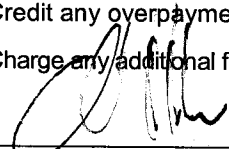


<b>AMENDMENT TRANSMITTAL LETTER</b>			Docket No. 345288006US2	
Application No. 09/724,956-Conf. #7798	Filing Date November 28, 2000	Examiner D. D. Saltarelli	Art Unit 2623	
Applicant(s): Malcolm Slaney et al.				
Invention: AUCTION FOR TARGETED CONTENT				
<b>TO THE COMMISSIONER FOR PATENTS</b>				
Transmitted herewith is an amendment in the above-identified application.				
The fee has been calculated and is transmitted as shown below.				
<b>CLAIMS AS AMENDED</b>				
	Claims Remaining After Amendment	Highest Number Previously Paid	Number Extra Claims Present	Rate
<b>Total Claims</b>	44	- 44 =	0	x
<b>Independent Claims</b>	2	- 3 =	0	x
<b>Multiple Dependent Claims (check if applicable)</b> <input type="checkbox"/>				
<b>Other fee (please specify):</b> Extension for response within first month				120.00
<b>TOTAL ADDITIONAL FEE FOR THIS AMENDMENT:</b>				120.00
<input checked="" type="checkbox"/> Large Entity <span style="margin-left: 200px;"><input type="checkbox"/> Small Entity</span>				
<input type="checkbox"/> No additional fee is required for this amendment.				
<input checked="" type="checkbox"/> Please charge EFT Account No. <u>SEA1PIRM</u> in the amount of \$ <u>120.00</u> .				
<input type="checkbox"/> A check in the amount of \$ _____ to cover the filing fee is enclosed.				
<input type="checkbox"/> Payment by credit card. Form PTO-2038 is attached.				
<input checked="" type="checkbox"/> The Director is hereby authorized to charge and credit Deposit Account No. <u>50-0665</u> as described below.				
<input checked="" type="checkbox"/> Credit any overpayment.				
<input checked="" type="checkbox"/> Charge any additional filing or application processing fees required under 37 CFR 1.16 and 1.17.				
 Christopher J. Daley-Watson Attorney/Agent Reg. No.: 34,807  PERKINS COIE LLP P.O. Box 1247 Seattle, Washington 98111-1247 (206) 359-8000			Dated: <u>February 15, 2007</u>	